

**WHAT IS CLAIMED IS:**

1. A web service method for providing imaging conversion services on content, comprising the steps of:
  - receiving content;
  - obtaining a style sheet;
  - selecting an imaging conversion program based on a criteria;
  - converting the content using the selected imaging conversion program to obtain converted content; and
  - transmitting the converted content to a desired location.
2. The method as defined in claim 1, wherein the web service is at a web site identified by a URL reference.
3. The method as define in claim 2, wherein the content is obtained from a source web site that is different from the web service web site; and wherein the obtaining a style sheet step comprises receiving a style sheet from the source web site.
4. The method as defined in claim 2, wherein the content is obtained from a source web site that is different from the web service web site; and wherein the obtaining a style sheet step comprises selecting a default style sheet.
5. The method as defined in claim 1, wherein the criteria for the selecting a conversion program step comprises selecting a conversion program based on a parameter of a printer to be used to print the content.

6. The method as defined in claim 1, wherein the criteria for the selecting a conversion program step selects a conversion program dynamically based on a negotiation taking place between the web service and the requestor and based on the capabilities of each.
7. The method as defined in claim 1, wherein the transmitting step comprises the step of transmitting the translated content to a consuming web site or service.
8. The method as defined in claim 1, wherein the transmitting step comprises transmitting the translated content to storage in a personal imaging repository.
9. The method as defined in claim 1, wherein the transmitting step comprises transmitting a reference to the converted content, with the reference referring to the converted content.
10. The method as defined in claim 1, wherein the selecting an imaging conversion step comprises associating a reference for the selected imaging conversion program to the content or to a reference for the content and making that content or the content reference accessible to the user, to thereby permit the converting step to be performed on a demand basis.
11. The method as defined in claim 1, wherein the receiving content step comprises receiving a reference to the content and associating the content reference to a reference for the web service method and making this content reference accessible to a user, so that the conversion services may be performed on a demand basis.

12. The method as defined in claim 1, wherein the converted content is stored on the web service.

13. The method as defined in claim 1, wherein the translating the content step comprises filtering the content to delete selected items therein.

14. The method as defined in claim 1, wherein the translating the content step comprises labeling different items in the content.

15. The method as defined in claim 1, further comprising the step of reordering labeled content.

16. The method as defined in claim 1, wherein the converting the content step comprises changing the layout of the content on a page.

17. The method as defined in claim 1, wherein said obtaining a style sheet step comprises allowing a user to configure a style sheet for use with the method.

18. The method as defined in claim 1, wherein the transmitting step comprises transmitting the content to another service.

19. A web service system for providing imaging conversion services on content, comprising:

- a component for receiving content;

- a component for obtaining a style sheet;

- a component for selecting an imaging conversion program based on a criteria;

a component for converting the content using the selected imaging conversion program to obtain converted content; and

a component for transmitting the converted content to a desired location.

20. A program product for implementing a web service method for providing imaging conversion services on content, comprising computer readable code for performing the following method steps:

receiving content;

obtaining a style sheet;

selecting an imaging conversion program based on a criteria;

converting the content using the selected imaging conversion program to obtain converted content; and

transmitting the converted content to a desired location.